campaign
A-2
#3

Today as never before they need the YMCA

"Give a man a fish and he eats for a day,
Teach a man to fish and he eats for life"

- Our minimum campaign objective is $340,000.
- This is $32,000 more than we raised last year.
- It will not be an easy job but we can do it.
- The need for Funds is known to us all.

The extra push in our 1968 campaign is to provide funds so that we can more effectively work with people,

- Improved counselling service
- Work with youth in "on the street" work situations
- Work with young people towards cooperative solutions to today's problems
- Improved communication between generations

Phase I of the campaign (advance gifts) is now underway. Returns are beginning to be received at the Metropolitan offices. Most Dividions are now contacting special names gifts, Board and staff, Commercial and Industrial supporters.

MANPOWER - If you still have senior manpower problems - contact Lorne Main. He has been able to help several Divisions fill key leadership positions.

IN PASSING - "The other night I dreamed I died, The pearly gates they opened wide, An angel ushered me inside, and there stood folk I'd known on earth, and counted them of little worth: But on their face was stark surprise, twas very plain to see, that no one standing in that crowd - - - - - - - could have expected me!"

HAVE YOU ?

- Completed your recruitment for Phase II of the campaign ?
- Forwarded your lists of people to be invited to the Opening Luncheon on February 13th to the Metro office ? (Required by January 29th)
- Received all your campaign materials ?
- Made a start on your advance gifts ?

In assessing the potential of your campaign cards, has the market survey material been helpful ?

FOR YOUR USE AT METRO

. Audio-visual slide presentation on WHY THE "Y"
. Extra kits, cards, bulletin paper
. Campaign window posters

* The slide presentation to date has been used by five Branches Replies so far have been favourable. Our thanks once again to John West and Bill Sher for their work.

"Continued education is the gradual escalation from cocksure ignorance to thoughtful uncertainty"

CREDITS FOR STORIES - "Stories To Sell By" - P. Norman Alexander
Toronto Metro YMCA

LITHO IN U.S.A.